



Put Some JUICE  
In Your Marketing



## 5 Reasons You Need Great Content

*How Content Marketing Attracts Prospects*

## THE CONTENT VAULT



The Juice Marketing **Content Vault** is loaded with technology articles that can be used in prospect marketing, lead nurturing, and customer communication.

[Download](#) our catalog of articles covering everything from ERP and CRM to HR and Payroll.

## Marketing is all about content ...

Marketing is all about content. Whether you're updating the company website, sending a newsletter, nurturing leads, or using social media, you need great content. It creates dialogue, engages your audience, educates your potential buyers, and keeps them coming back for more. Here are 5 reasons that content marketing will attract technology buyers to your company.

**1 Thought Leadership** – a thought leader is a person/business recognized for innovative ideas and industry expertise.

According to Wikipedia: "thought leadership is an increasingly vital driver of business success." You can establish yourself as a thought leader by sharing your perspectives on technology and conveying experiences in the field through articles on your website, email newsletters, blog posts, case studies, and white papers. All of this great content provides your prospects with a window to your expertise.

**2 Buyers are in control** – Software and technology solutions are big ticket items that come with a long evaluation process. Your prospects are making a major decision and want to be educated before they're sold to. You can't sell until they're ready to buy ... so what do you do in the meantime? Provide them with great content (articles, case studies, etc.) to keep them engaged and ensure that your company and solutions stay top of mind until they're ready to buy.

**3 Cut through the clutter** – it's no secret that technology buyers go straight to the web when they begin to research ideas to solve their problems. And while there's plenty of free information on the internet, there's also a lot of clutter. Quality content rises to the top, engages buyers, and drives them to your company.

**4 Better search engine visibility** –the more content you have on your website, the easier you are to find. Especially if that content is optimized for keywords. But remember, the **volume** of content gets them to your website; the **quality** of content keeps them.

**5 Competitive Differentiator** – compelling content can differentiate you from competitors that are pitching features and functions and trying to push a few boxes of software out the door. Before they even engage you, prospects will probably check your website, case studies, client testimonials, press releases, and industry articles to form an initial opinion about your capabilities and experience. If all you have on your website are brochures, biased sales collateral, and a ‘Contact Us’ form, you probably lost an opportunity to make a great first impression.

*“As we worked through our website redesign, I realized that about half of the content on our site was made up of case studies, newsletters, press releases, and customer testimonials that Juice Marketing had developed for us. Nice work guys!”*

- **Merilyn Van Zwieten**  
Partners In Technology | Chicago, IL

**Need Great Content?**

At Juice Marketing, we provide content to software and technology companies just like yours. We develop case studies, keyword-optimized press releases, engaging newsletters, and technology articles. If you hate writing, then [email](#) or give us a call. We'll put some JUICE in your marketing that'll have your customers and prospects thirsting for more.



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